IMPACT OF GREEN HUMAN RESOURCE MANAGEMENT IN ENHANCEMENT OF MARKET POTENTIAL OF PRIVATE HOTEL INDUSTRY

SHORT SYNOPSIS

Submitted in partial fulfillment of the requirement of the degree of

DOCTOR OF PHILOSOPHY

to

Manav Rachna International Institute of Research and Studies
(Deemed to be University)

by

ANJALI YADAV
Registration number: 18/PH. D/017

Under the supervision of
Dr. Urvashi Sharma
Associate Professor, Faculty of Management Studies – UG Program

FACULTY OF COMMERCE

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES

SECTOR-43, SURAJKUND –DELHI ROAD, FARIDABAD – 121001

FACULTY OF COMMERCE

Certificate

I hereby declare that the short synopsis "IMPACT OF GREEN HUMAN RESOURCE MANAGEMENT IN ENHANCEMENT OF MARKET POTENTIAL OF PRIVATE HOTEL INDUSTRY" being submitted in partial fulfillment of the requirement for the degree of Doctor of Philosophy in FACULTY OF COMMERCE under faculty of Dr. Urvashi Sharma of Manav Rachna International Institute of Research & Studies, Faridabad during the academic year 2021.

It is a bona fide record of original work carried out under the supervision of Dr. URVASHI SHARMA and has not been submitted in full or part to any other university or institute for degree or diploma. Further, it is certified that short synopsis is plagiarism free and proof has been submitted.

(Anjali Yadav)
Registration number: 18/PH. D/ 017

Signature of the Supervisor
Dr. Urvashi Sharma, Associate Professor, FMS- UG MRIIRS

(Chairman, DRC)

Abstract

World has become an integrated market due to globalization, which increases the number of guests from around the world, which in return increases the demand for hotels. According to a past survey it is observed that the percentage of guest per year will be increase by 3 to 5 percent by 2030. Hotel industry plays a role of vital factor in building economy of a country, but it also has some negative effects on environment as nature plays vital role in enhancing beauty of hotels it becomes the responsibility of hoteliers to prevent the environment due to various factors like for fulfilling social responsibility, avoid governmental control, for long run survival etc. As more and more humans are being concerned about the sustainability, environment, and environmental products. Hoteliers should understand the need for identification and implications of the practices of green marketing in the hotels, and effective implementation can be done only through the green human resource management (GHRM).

This research is about the finding of impact of hotels on environment and it is observed that hotels have negative impact on environment in terms of energy wastage, water wastage, solid waste and so on. Research also recommends certain implementation of the "green" practices in hotel industries and owners and other interested parties may generate various benefits (financial and non-financial benefit). Some hoteliers are even identifying this serious issue and started implemented various green practices like energy saving through solar lighting system, water saving techniques, to lessen the environmental impact. In this study some suggestions are also recommended for the implementation of GHRM and green marketing practices in hotel industries. It is expected that these practices will be used in near future for preventing the environment.

Keywords: Globalization, Hotel industry, Green, Sustainability, Environmental products, GHRM, Green marketing

CONTENTS

S. No.	Description	Page No.
1	Introduction	1-2
2	Literature Review	3-6
3	Description of Broad Area	7-16
4	Objectives of the Study	17
5	Scope for future research	18
6	Methodology to be adopted	19-20
7	Expected Outcome of the Research	21
8.	References	22-26

INTRODUCTION

Nowadays environmental issues have gained importance in corporate houses as well as in the life of general public. It is not like that a few business houses renowned companies', government of countries but each member of the society is concerned about the common threat of environmental pollution.

This threat is not affecting any country, but it affects the whole globe therefore it becomes global concern. Our society are becoming more concern about the environmental issues and started understanding that these environmental problems are majorly because of population causes, modernization of technologies and consuming habits. These consumers are changing their consumption habits for green products which create a great influence on the business world.

As the globalization took place in 1991, which gave rise in international market and rise to the numbers of foreign tourist arrival (FTA, s) and hospitality industry. Even ministry of tourism, annual report (Jan 2018 - Mar 2019) shows that ministry of India has launched a campaign "Incredible India 2.0" generic promotion across the globe and taking promotional tools. More and more guests are coming across the globe and increase the demand of good hotels. According to a survey by WTO (world tourism organization) tourism industry will reach by 1.8 billion by 2030 in Asian and pacific countries. Which increases the demand for hospitality industry. Hotel industry is regarded as the most energy consuming in hospitality industry as large amount of energy in providing comfortable services to guests like cold water/ hot water, swimming pools, a/c, laundry, fancy lighting, ventilations etc. hotel industry creates threat to the environment at large so it becomes the responsibility of hotel industry to protect the mcxdmc environment.

Recent study shows that "Green Hotels" searched approx. 2,900 times on search engine google in India 12-month average, and globally 60,500 times. This study shows that consumers are getting more aware while choosing hotels and other facilities. The first United Nations conference on human environment, held in Stockholm in June 1972, announced the "Magna Cart" conference on environment to safeguard and conserve the environment for our current and future generations, which has become an urgent objective for governments of all nations and management researchers worldwide, are now beginning to discover several techniques that are beneficial in achieving the goals of green human resource management and also developing. In response to these, hotel industries now started giving concern to environmental issues and started studies about green product, green sales, green advertisements, green

distribution, green supply management, green marketing, and green human resource management. Past studies show that the Hotel industry has been perusing and adopting green practices since the 1990s due to changes in the economy and for consumer satisfaction. The first green hotel was launched in 2008 (Intercontinental Group). It was the first hotel of world that is 100% ecofriendly.

According to "David Jerome" of IHG, said that IHG was the first hotel chain to launch "green" practices 1991. Earth summit happened in Rio De Jenerio in 1992, follow up in Berlin and in New York 1997, objective was for environmental protection After this, Government and other social groups all over the world have been campaigning for the protection of environment.

Green HRM is the trending topic in present scenario. Many researches are already done on this area, but Researchers are still in the situation of vague that how? employees can be motivated, educated, and aware of environmental issues and how to prevent these issues in hotel industries. Which shows that there is a need for implementation of green hrm in a strategic manner – the integration of (EM) environmental management into hrm. The strategic implementation should involve alterations to all the HR functions like Recruitment and selection of employees, induction of organization, training and development programs, appraisal of performance, and compensation of employees in hotel industry. Human resource management function of any organization plays a crucial role in facilitating a comprehensive approach for building an atmosphere of ecological environment. Greener initiatives within human resource management form a wider form of corporate social responsibility.

GREEN

The term green has different meaning for every individual, but for a nature lover it's an area covered with natural resources, green grass, flowers, fruits, rivers, mountains. There is an increase in awareness globally for the importance of "green". A green working place means environmentally concern, effective, efficient, and responsible for social welfare (Sathya Priya al., 2014). A green workplace is a place which is build considering that natural resources are scarce and should be utilized in an optimum manner so that our future generation will get the benefit of these resources and understand their value, laid stress on taking actions to prevent the environment. (Amandeep,2017) explain the concepts of green hotels, first starts with the construction stage. Second, hotel policies should be formulate considering environmental concerns. Third, management should take initiate in increasing environmental massages in society. In order to achieve these sustainable goals hotel industry can use green human resource management (GHRM) practices for their employees.

LITERATURE REVIEW

Green hrm is the process of reducing the environmental impact causing through various hotelier activities, reducing the use of paper, efficient use of energy, and cutting down unwanted travel cost. The objective of this literature review is to summarize and merge the arguments, thoughts, and ideas of other researchers in the field of green human resource in hotel industry. In this investigation, definition, importance, goals, objectives, functions have been illustrating. It deals with the difference between traditional human resources practices and green human resources practices in hotel industry. Later, it deals with the needs of green human resources arising in the hotel industry and its implementation in an effective and efficient manner.

According to a survey done by Buck consultants in January (2009) showed us that more than 60% of the companies made environmental responsibility as their organizational objective and view this as most important and critical objective of green program.

As per the survey done by the Buck consultant (2009) showed us that organizations are working and incorporated the (Green) several green practices. Companies are moving toward implementing "green" in work force and human resource practices.

Baker and Davis (2009) found through his study that the hotel industry is working under pressure of consumer demands, ethics, environmental regulations, and economy.

Claver cortes, Molina azorin, Pereira moliner and Lopez (2007) stated that the hotel industry has been going green from 1990's due to shift in travelers demand and for providing quality services to the guests.

Dan Ruben, Executive Director, Boston Green Tourism (2009) mention that many hotels are adapting green practices to improve their performance and obtaining marketing advantages.

Datta (2019) found in his research that 98% of respondent are aware about the ecofriendly products and 95% of the respondent feels that ecofriendly products are helpful in protecting environment.

Greenberg (2007) identified in his studies that the mostly hotels nowadays are saying that they are 'sustainable' and 'ecohotels' but tourists are unaware about the ecological practices adopted by the mostly hotel industries, if the guests are made aware about the green practices adopted by the hotels, then guests will be more happy to stay.

Ismi rajiani wrote in her research paper that if innovative and new green HRM would successfully apply, then it can be successfully justify using three different components:

1.Employees working environment gives the opportunity that is crucial and support the activities required for empowering the preferred behavior and changed the corporate culture.

2.Employees were motivated to perform eco-friendly activities that they desired and compensated efficiently for their sustainability.

3.Employees have the potential and they can perform as they have the required skills and expertise in related areas.

Kasim (2004) in this paper, the study shows that tourists approved those hotel rooms that are environmentally friendly and accept rooms with fire safety features, water conservation, energy savings.

Lee, kim et al. (2010) the finding shows: The guests of green hotels are eager to spread positive word of mouth and reconsider the services of hotel. But at the same time guests are less willing to pay premium cost for green services.

Manaktola and Jauhari (2007) shows in his research that many hotels by marketing their green practices can increase competitiveness and present themselves in a distinct manner, and can represent better public relation.

Malt Bolch In (2008) , in his research found the awareness of the word environmental initiative might impact almost all the departments, but department of human resource plays a significant role. It is important task for the specialists of human resource department to communication with their staff and the general public about the identification, adoption and implications of environment protection initiatives.

McIntere provides 5 example that shows connection of sustainability with HR functions at UPS:

1. Training- USP includes green education in their employee training process
2. Engagement- Human resource management (HRM) plays vital role in implementing and creating involvement of employees such as recycling, waste reduction, and water management.
3. Employees communication- Human resource management (HRM) department should take active initiative and frequent communication in communicating environmental issues with employees.
4. Volunteering focused on sustainability- UPS invest their huge time (1.6 million hours) for community services like tree plantation
5. talent acquisition process which includes waste reduction management- UPS has eliminated all the paperwork including brochures, pamphlets, reports, online recruitment.

N R Aravamudhan wrote in his Research Paper, HR departments in different organizations are Progressively turning their processes into greener manner. He says that it is the right time to greenify their companies and construct World class sustainable businesses.Nor Azela Mohd Noor and Dileep Kumar, reveals that hotel industry is not the one that creates threat to the environment, but because the primary objective of hotel industry is to provide comfortable services (hot water, a/c, fancy lightening), using huge amount of water, energy, goods that cannot be recycled causing direct and indirect threat to environment. This study also shows that there is a positive relationship between environment friendly behavior of tourists and their intention to stay at green hotels.

Ottman (1993), in his studies found that green marketing serves two primary goals:

- To create goods that meet consumers' expectations for convenience, affordability, and performance while having a low environmental effect.
- To portray a high-quality image, including environmental aspects, both in terms of product qualities and the manufacturer's environmental track record.

Savale. K.T, et al (2003) explained that Green marketing should not be regarded as just another marketing strategy, but rather as a societal and environmental imperative that must be followed with zeal and it is the obligation of a marketer to make consumers aware of the necessity and advantages of green products and service, Green marketing may be difficult in the short term, but it will undoubtedly benefit the company in the long run.

Srishti Agarwal and Neeti Kasliwal (2017) shows in their study that 72.6% of the Indians guests are willing to pay extra for green practices in hotels, despite this higher percentage of willingness to pay tourists are still in confusion toward the execution of green practices by the hotel management. Study also highlights that family income does not create influence on willingness to pay toward green attributes of hotel industries.

Sudeepa. S (2011) analysed that Final consumers and industrial purchasers may also put pressure on firms to include the environment in their corporate culture, ensuring that all organizations limit the negative environmental effect of their actions. And an ecologically conscious organization may not only manufacture things that have a lower environmental effect, but they may also be able to put pressure on their distributors and suppliers to behave in a more environmentally "responsible" manner.

Tzschentke et al. (2008) indicates that many of the guests found that adopting green practices may affects the quality or standards of services provided by the hotel industry.

Ernst & young (2008) identified in his research that hotels are becoming more and more sustainable and promoting green practices by taking various initiatives related to green education, water management, energy efficiency, tree plantation for going green.

White (2007) stated that hotels industries have started implemented various eco-friendly activities not only because of business travelers demand but also for gaining financial benefits.

Zeenat Begam, Bt Yousof and Mariam Jamalaiudin (2013) wrote in their research paper that only few hoteliers can call themselves "green". Most of the green hotels are chain hotels that are financially supported by their parent company for green activities. From study it is concluded that area with major participation is energy saving, water saving and waste reduction and area with less participation is substantial management strategies and indoor air quality improvement.

DESCRIPTION OF TOPIC

Green Human Resource Management (GREEN HRM)

Human resource department of any industry plays a very significant role in developing significant culture within the industries. Green human resource management implies to utilization of every employee's potential to vouch for ecological policies and increasing employee's consciousness and obligations on the sensitive matters of environmental protection. Green human resource management implies to using human resource of an organization to promote environmental issues and taking effective steps to prevent the environment from negative impact of organizations. Many scholars in the field of human resource management believed that the efficiency and effectiveness of an organization's performance depends on the quality and quantity of their human resource within the organization. Meaning of green human resource management is different for different people. Regional Head HR of Fortis healthcare ltd Anjana Nath explains Green HR as all the environment friendly practices adopted by HR management of any organization leads to improvement in efficiency, cost reduction and also increase the involvement of each and every employee in environmental activities.

Director of HR Vodafone Essar Ltd Ashok Ramachandran defines green HR as utilizing every employee to the touch point of everyone to promote sustainability and to increase the level of awareness among the employees.

Green human resource management involves undertaking environment friendly steps resulting in cost reduction, improved efficiency, decreasing the carbon footprints. (Renwick 2008) provides a framework for green human resource management policies and practices that can be visibly understood, from an employee's entry and exit in an organization. To attain ecological and economical goals at the same time, organizations can make this possible only through by adopting green practices. Green human resource management refers to adopting sustainable policies of human resource management to increase the use of resources in sustainable manner within the organization and generally promotes the environmental protection practices within the organization.

Green commonly used to refer the contribution of human resource management practices and policies towards the organizational environmental outline.

Green human resource management refers to a system of an organization that defines eco-friendly practice and policies to stimulate the green behavior of employees and for creating an environment that is resource efficient, environmentally responsive and fulfill social responsibilities.

Green human resource management (HRM) function and process:

In 2012, (Cherian and Jacob) identified in their research that there are certain factors which affects the role of employee's participation and implementation of green practices in an organization, these factors are recruitment and selection, training and motivation and green reward and pay in order to make sure that the organization will get environmentally concerned employee green resources and employee green performance of job.

1.Green recruitment

Green recruitment refers to the practice of hiring fresh talent in the organization that is concern about the optimum use of resources (sustainable) and familiar with the environmental protection concept. Green recruitment do not have any particular or specific definition, but the meaning of green recruitment is hiring of new employee in greener manner, which is to complete the recruitment process in paper free manner, digital ways like online application form, telephonic interviews, online interviews to minimize the waste of paper, consumption of fuel through travelling. In the present scenario of hiring the most efficient, skilled, innovative employees, firms are expanding their capability and quality of hiring. Staff engaged in identifying and hiring quality employees is very critical confront in the race of talent hunting (Renwick, 2013). Even organizations also understands the fact that being an effective and efficient employer is a right path to magnetize fresh talent (Phillips, 2007)

For being in the competition there are so many enterprises adopted the recruitment process in greener manner. Google and Unilever are the two very good examples of companies who implemented green recruitment process. Some other examples are Cisco, Amazon, Apple and Timberland (Dr. John Sullivan 2009) Google has even hired director who coordinates their corporate environmental strategies in such a manner that will match their corporate business strategies.

Having a green environmental hotel is not possible without the active participation of staff, objective of becoming an eco-friendly hotel is largely depends upon the staff's participation so while choosing the employee for any industry, hiring team must consider the green objectives of the organization.

2. Green performance appraisal management system

Performance appraisal system is the continuous course of action in an organization. The communication between employees and supervisor are kept on going throughout the year in terms of order, instructions, commands, guidance, and motivation.

Green performance management includes policies related to the protection of environment or performing organizational duties concerning the environmental issues. The integration of green

aspect in performance management process improves the quality and importance of organizational performance (Renwick et al., 2013).

Performance management in greener way plays a vital in increasing the efficiency and effectiveness of the organizations environmental performance as the supervisors gives instructions and guidance time to time for increasing the environmental values of an employee. Mandip (2012) found in his research that successful implementation of green performance management in an efficient and effective manner in the organization is the integration of green job induction and performance management activities.

3. Green training and development

Business environment is dynamic to remain in the competition it is mandatory for each organization to change themselves to cope with the particular changes and that changes can be done through effective implementation of training and development.

Training is the process of imparting skills and knowledge to the employee, related to a job the effect of which will remain last. While development is the process of overall development of the employees includes imparting knowledge and skills, making employees capable for handling more responsible jobs for future perspective.

Training and development are the educational process by which knowledge is provided to the employee to improve their skills, potential, knowledge to enhance the work performance, concepts. For being in the market it is compulsory for the organization to promote continuous training and development program for their employees.

The significance of training and development program are as follows:

1. Optimum utilization of active resources (human resources)
2. Development of skills, knowledge, team participation, leadership ability etc.
3. For improving organizational culture
4. For providing safety
5. For improving quality and quantity
6. To increase profitability
7. To provide enthusiasm of commonality to the organization

Green training and development provide knowledge, information and working method that helps in proper utilization of resources, reduces wastage, efficient use of energy reduces the impact of carbon footprints. Perron et al., (2006) conducted research, numerous case studies taken, and it is found that Green training and development plays an essential role in promoting the values of environmental business. Also, in 2007 (Daily) has done a survey including 437 employees in an organization and the finding of the survey reveals that effective green

management system of organization was directly linked with the environmental training program.

There are numerous organizations engaged in green training and development program. The Maruti is One of the good examples in Indian market. Maruti group provides sustainable training to their employees for their development and growth. Another good example is The Land Rover group, that provides training in environmental aspects to each employee according to the job profile and need of sustainability. They conduct continuous briefing and distributes newsletters among employees to have communicate with their staff regarding current and probable environmental topics. They formulated and exhibited sustainable development policies, purposes, and environmental practice board at all the sites.

4. Green reward and compensation

Rewards and compensation play an important role in an organization. It is a powerful tool and technique that helps the organization to attain the environmental management objective. Senior analyst at Alta Terra Research, (Jackie Pitera) says that extra money is always nice to motivate employees and executer environmental practices to attain organizational objectives.

Green rewards and pay can be given in many ways:

1. Monetary based tools (bonuses, cash, premium)
2. Non-monetary based tools (leave, gifts, sabbaticals)
3. Recognition based tools (awards, dinner, publicity, daily appraise)
4. Develop positive reward (feedback)
5. Develop negative reinforcement (suspension criticism, warning)
6. To reward green skills achievement

Compensation and reward play vital role in motivating employees which helps us in achieving organizational goals. In 1992 (Taylor) conducted a research in which he takes the samples from 16 companies of 5 different countries and concluded that the companies who were offering green compensation and rewards to their employees instead of non-green rewards for their performance were more committed towards the green practices. It is found that the commitment of employees toward environmental practices is increased if they get compensation and rewards for it. Dow chemical is a good example of distributing green compensation and rewards; employees are motivated and directed towards the organizational green objective and rewards are given when they came up with the innovative ideas of waste management and environmental protection.

Green HR practices and employee's participation

Any organization is a combination of employee having different attitude, perception, capability, interest, needs, desires and way of respond that an individual follow in their day to day life practices which creates an impact on the organization. Employees feel the authority to adopt precise sustainable management approaches as a resulted of implementing green human resource approaches that helps to get more advantageous or acceptable opportunities for enrichment of waste reduction (Cherian and Jacob, 2012). It is identified that employee that are more environmental responsible, energetic, innovative, helps in implementing environmental management program. Employees participation plays an important role in every organization implementation of organizational policies and programs in effective and efficient manner, such as green awareness program, sustainable innovative ideas, ecofriendly steps should be welcomed and also implemented in the organization so that employee will feel motivated and work with more dedication and enthusiasm. Some ways of adopting green HRM are:

- Paperless office
- Energy saving
- Reduce, recycle and reuse
- Single use plastic
- Water conservation
- Transportation facility
- Green work audits
- Green training and education

Green Marketing

The concept of "Green Marketing" was first introduced in a workshop on "Ecological Marketing" organized by The American Marketing Association (AMA) in 1975 and took its place in literature. The contents of this workshop were published as "Ecological Marketing," one of the earliest publications on green marketing [Henion and Kinnear 1976a]. The American Marketing Association defines green marketing as "any efforts meant to produce and support any exchanges intended to meet human needs or desires, such that fulfilment of these needs and wants occurs with minimal harmful influence on the natural environment."

Green marketing refers to the practice of traditional marketing with consideration of environmental protection. The importance of green marketing increases to businesses because of limited resources on earth. By adopting green marketing measures to save resources in

production, packaging, and operation. It includes a wide range of activities including product modification, production process changes, packaging changes, and modifying advertisements.

THE FOUR P'S OF GREEN MARKETING

GREEN PRODUCT

Green marketing is the promotion of ecologically friendly products. Such items are sometimes referred to as "Green Products." Green products, according to Nimse (2007), are ones that use recyclable materials, minimise waste, conserve energy, have little packaging, and release less hazardous compounds.

- The term "green products" referred to those items that are organically grown,
- Products that are recyclable, reusable, and ecological
- products that contain only natural substances and no toxic chemicals.
- Products that are produced using recycled materials, nontoxic chemicals,
- Products containing permitted chemicals,
- Products that do not pollute or damage the environment.
- Products that animals testing free.
- Products that comes with eco-friendly packaging (reusable, refillable containers, etc.).

GREEN PRICE

Price is an essential component of the green marketing mix. It is observed that most of the customers will only spend more (Savale. K.T, et al , 2003) if they believe that they are getting anything more. Green items are moderately higher in price as compared to traditional products. Lowering production and running expenses would make green products a more competitive force on the market. The value of green products may be increased by modifying its look, its utility, and personalization, among other things.

GREEN PLACE

The decision related to the availability of goods and services, where and when to make a product available has a substantial influence on the number of consumers attracted. Few people go out of their way to buy green items just for the sake of it. In most circumstances, a good marketer seeking to effectively introduce a new green good should, position them broadly in the marketplace, rather than appealing to a limited green niche market.

GREEN PROMOTION

Green promotion entails arranging promotional resources such as advertising, marketing materials, signage, white papers, web sites, movies, and presentations with people, the planet, and profits in mind. Green marketers may target a wide spectrum of green consumers by

attracting clients based on performance, cost savings, health, and convenience, or just being environmentally friendly. Consumer awareness may be raised by informing people about the benefits of environmentally friendly products.

The presence of green marketing accounts on social networks raises awareness inside and across online peer groups.

Marketing can also directly target customers through product ads. There are three forms of green advertising:

1. Ads that address a link between a product/service and the biophysical environment.
2. Those that showcase a product or service to encourage a green lifestyle.
3. Commercials that portray a corporate image of environmental stewardship

GREEN CONSUMER

The term "green consumer" refers to someone who practices ecologically friendly behaviour and/or purchases green items over regular alternatives. Green customers are more self-conscious because they feel that each individual consumer can make a difference in environmental preservation. As a result, they believe that environmental conservation should not be left solely to the government, business, environmentalists, and scientists; they, as consumers, may also play a role. They are less dogmatic and more receptive to new goods and ideas. Their open-mindedness allows them to more quickly adopt green products and behaviours (Shamdasani at al. 1993:491).

OVERVIEW OF HOTEL INDUSTRY IN DELHI

A century ago, the government of British moved from Kolkata to Delhi, ever since Delhi becomes the capital of India. Delhi is a city blended with the modern and ancient culture of heritage, art & craft, and varied cuisine. The important statistics of ministry of tourism in India shows that in the year of 2018, there is a growth of 28.8% of FTA's (foreign tourist arrival) in India and Delhi ranked 4th in FTA's and 15th in DTA's (Domestic tourist arrival) in 2018. The data also shows that the Indira Gandhi international Airport, Delhi shows the maximum number of FTA's in India followed by Mumbai, Chennai, and Hyderabad. In 2018 as per the survey and analysis, the purpose of 62.4% FTA's was holiday and leisure, 16.3% for business and profession, 13.5% for Indian diaspora, 6.1% for medical and 1.7% for other purposes. The growth and development in the tourism sector depend upon the attraction and accommodation. The foremost and primary component of tourism industry are hotels and a rich source of revenue generation.

According to the data by ministry of tourism in India (as on 31st Dec, 2018), there are 43 registered hotels in Delhi with the availability of 8914 rooms which includes 5 star deluxe, 5 star, 4 star, 3 star and 2 star hotels.

List of major players of hotel industry in Delhi NCR:

- Holiday inn
- ITC Maurya
- Shangri-La's
- Taj palace
- The Leela
- The Oberoi
- Le Meridien
- Crown Plaza
- Radisson Blu
- Lemon tree

Green hotels

In current scenario "Green" term is more in use, even hotel industries are moving toward green practices for building a positive image in customer's mind and for gaining competitive advantage. Green hotels or ecohotels are those hotels which are environmentally aware and adopting eco-friendly practices for protecting environment like nontoxic detergents, solar energy system, water treatment system, organic soaps and food, renewable energy and energy efficient lighting.

Basic characteristics of a green hotel:

- Renewable energy resources like solar energy, tidal energy, or wind energy.
- Housekeeping using nontoxic cleaning products, detergents.
- Non-smoking environment
- 100% natural cotton bed sheets, curtains, towels, and mattresses.
- Guest rooms and hotel lobbies with recycling bins.
- Re useable towel and sheets.
- Energy efficient lightning.
- Transportation facilities with green vehicles.
- Serving local organic grown food.
- Using non-disposable dishes.

- Refill bottles of soaps and shampoos.
- Key card for electricity control
- Grey water recycling, rescue of water from kitchen, bathrooms, and laundry for gardens.
- Newspaper recycling system.

List of some green hotels in India

s.no	Name of the hotel	Place	Stay per night (Rs.)	Green USP
1	The raintree	Anna salai, Chennai	8,343	This hotel is 100% self-sufficient of energy, energy is produced through windmills, solar panels. Energy is produced as much as the requirement. Water saving system, by controlling the flow of water in bathroom, bathroom taps, showerheads and in washbasin. On an average 15 to 16 liter per minute is saved.
2	Nameri eco camp	Nameri, Assam	1,500	Ethnic cottages and tents blended in the natural surroundings; an ideal setting arranged for 300 rare bird species. Food offering- freshly caught fishes form the rivers for cooking
3	Alila diwa	Goa	7,783	All the resources used for constructing the hotel building was sourced locally. Eco friendly bricks and red laterite stones were used and can be seen through the design.

				Due concern is laid to the natural surroundings, leaving the existing forests and paddy fields.
4	The orchid	Mumbai	9,647	This is the first hotel in the country with zero garbage, for attaining zero garbage objective the hotel has an constant vermiculture projects, that manage the trash produced inside the hotels, and also takes care of the green area in and around the hotel area.
5	Hotel Floatel	Kolkata	4,648	By applying 3R's motto – reduce recycle and reuse waste management program hotel tries to recycle solid waste of 15kg on regular basis.
6	The firn Gir forest resort	Gujrat	6,300	Firn Gir offers home-grown organic food, furniture used, made from reclaimed wood. Energy saving and water management practices makes this hotel an ecotel certification.
7	The green magic resort	waynad, Kerela	8,500	Hotel provides high flying rooms above the ground (80 – 90 ft) biodegradable materials used for building the hotel by the local tribal people. Hotel consists of one room sets with attached bathrooms.
8	Shaam- e- Sarhad village resort	Kutch, Gujrat	3,200	This hotel is owned and managed by local villagers.

OBJECTIVES OF THE RESEARCH

1. To find out the green human resource management initiatives taken by hotel industry and its impact on environmental sustainability
    a. R1 – What are the positive and negative or transcendental impacts of green human resource management on environmental sustainability in terms of carbon footprint?
2. To evaluate and compare green marketing prospects of different private hotels
    a. R2 – What are the various green marketing practices and strategies adopted by the different private hotels and their advantages in terms of competition?
3. To study the attitude of employees toward green human resource management practices and its impact on their personal and professional life
    a. R3 – What is the attitude of employees towards the green human resource policies that are used by the management to encourage and promote the sustainable use of resources in their personal and professional life.
4. To explore how green human resource management helps in gaining competitive advantage and helps in image building.
    a. R4 – What are the green human resources management strategies that can help in building a solid competitive advantage through their personnel and sustainable management policies.

SCOPE FOR FUTURE RESEARCH

1. The buying behaviour of guests/tourists are influenced by the guest's satisfaction and loyalty and also by other factors. Future research could also identify the impact of guest's loyalty, satisfaction, values, and beliefs on green hotel preference.
2. The future research could also be done for the particular hotel categories for the same study and same type of study can also be conducted for the F &B industry that are offering organic food & beverages.
3. Comparative study of the perception of guests, travel agents, hoteliers could also be done by the researchers regarding green hotel and its image as an extension in the present study.
4. Future study could also be done in the southern part of India as the present study is limited to the Delhi NCR and a comparative study between the northern and southern parts could also be done.

RESEARCH METHODOLOGY:

1. Research area

Research area will be private hotel industries in Delhi national capital region.

2. Data collection method

Data collection will be done through primary data as well as from secondary data.

Primary data - The source of Primary data will be filling of questionnaire by the HR professionals and the employee in the hotels. The survey will be conducted through field surveys and online surreys as well as the questionnaire will be distributed among the employees and the HR experts working in private hotel industries in Delhi NCR.

Secondary data - The source of Secondary data will be collected through books, newspaper, journals, articles, conference papers, online libraries, research papers and from hotel's website.

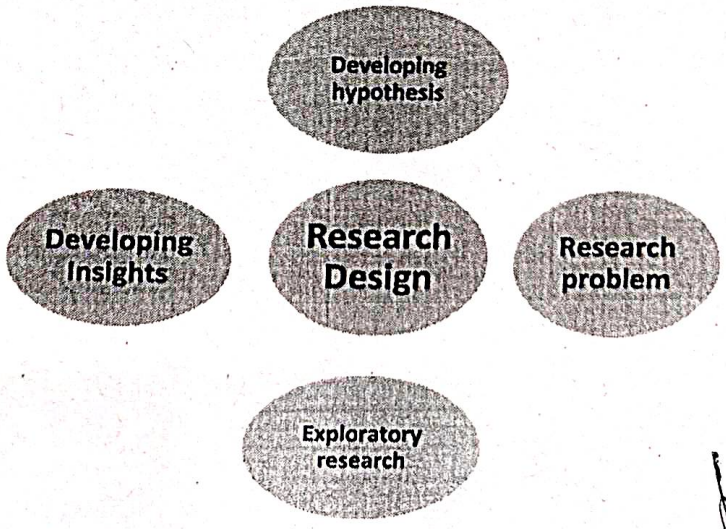
3. Sample size

Sample will be collected using random and stratified sampling methods.

The Sample size of 500 - 600 will be taken for this research from various hotels in Delhi NCR such as porters, housekeeping, waiter/waitress, kitchen manager, executive chef, HR managers, marketing managers, etc. The sample size will be determined by the no. of observations as per convenience sampling. The respondents will be categorized into managerial and non-managerial staff.

4. Research design

Research will be conducted by developing working hypothesis and formulating the research problem and then by the means of exploratory research studies the thoughts and insight will be discovered.



5. Analysis of data

Data analysis will be done by using the inferential analysis technique and the preferred statistical tool will be used for testing hypothesis.

EXPECTED OUTCOME OF THE STUDY:

This study will access and review the green human resource practices in private hotel industry in Delhi national capital region and also contribute to the available literature on (GHRM) green human resource management. As we are in the phase of research, we will try to find out those measures that highlight the role of human resource management activities in supporting green initiatives and for which extent they influence environmental management strategy in respect to reduce degradation of environment. This study will highlight the obstacles and explains the benefits of adopting green human resource management. Cost benefit analysis (CBA) will be performed to find out the budgetary gains of adopting green human resource practices and policies.

REFERENCES

Agarwal, Sristhi., & Kasliwal, neeti. Going green: A study on consumer perception and willingness to pay toward green attributes of hotels. *International journal of emerging research in management & technology*, vol. 6, pp. 16-28.

Amandeep (2017). Green hotels and sustainable hotel operations in india. *International journal of management and social studies research (ijmssr)*, vol. 6 no. 2, pp. 13-16.

Armstrong, M. (2003), A handbook of Human Resource management practices, Kokan page Limited

B.Sangeetha. (2015). Green marketing – A study on green product intention of consumers. *Journal of Business Management & Social Sciences Research* (JBM&SSR) ISSN No: 2319-5614, Volume 4, No.9, September 2015

Bangwal, D., Tiwari, P. (2015). Green HRM – A way to greening the environment. *IOSR journal of business and management (IOSR-JBM).* 45-53, e-ISSN: 2278-487X, vol 17.

Bangwal, Deepak., Tiwari, Prakash. (2015). Haws, K. L., Winterich, K. P., and Naylor, R. W. (2010). Green Consumer Values. Handbook of Marketing Scales, 3rd Edition, pp. 172-173

Bhatia, Mayank., Jain, Amit. 2013. Green marketing: A study of consumer perception and preference in India. Electronic Green Journal, 1(36)

Bohdanowicz, P (2006), "Environmental awareness and initiatives in the Swedish and polish hotel industries – survey result", *International Journal of Hospitality and Management,* vol. 25, pp. 662-682.

Bombiak, Edyta., Marciniyuk, Anna. (2018). Green human resource management as a tool for the sustainable development of enterprises: polish young company experience. 1-22,10, 1739; doi:10.3390/su10061739.

Boselie, P., G. Dietz and C. Boon. (2005). Commonalities and contradictions in HRM and performance research. Hum. Resour. Manage. J., 15:67-94

Buck Consultants. (2009), the Greening of HR Survey, 1-12.

Chan, S.W. (2011), "Implementing environmental management systems in small- and medium-sized hotels: obstacles", *Journal of Hospitality & Tourism Research*, Vol. 35 No. 1, pp. 3-23.

Chan, S.W. (2013). Gap analysis of green hotel marketing. *International journal of contemporary hospitality management,* vol. 25 no. 7, pp. 1017-1048.

Chand, M., Katou, A. A. (2007). The impact of HRM practices on organizational performance in the Indian hotel industry. *Emrald group publishing limited.* 576-594, vol.29, no. 6, 2007.

Chand, Mohinder., Garge, Sumit (2017), "Eco friendly practices in Indian hotel industry: An exploratory study", *International Journal of Hospitality & Tourism system*, vol. 10(1).

David B. Zoogah (2011), The dynamics of green HRM behaviours, *German Journal of Research in Human Resource Management*, vol. 25(2), pp. 117-139.

D'mello, Laveena., & Mayush, H.H (2016). A study on the green human resource management at Gateway hotel, Mangalore. *International journal of scientific research and modern educations (IJSRME)*, vo. 1, ISSN (online): 2455-5630.

Douglas Renwick (2008), University of Sheffield Management School, Green HRM: A review, process model, and research agenda, pp. 1-35.

Dutta, K., Umashankar, V., Choi, G., & Parsa, H. G. (2008). A comparative study of consumers' green practice orientation in India and the United States: A study from the restaurant industry. *Journal of Foodservice Business Research*,11(3), 269-285.

Ehnert, I. (2009), Sustainable Human Resource Management: A conceptual and exploratory analysis from a paradox perspective, Berlin.

Gerhert, B., 2005. Human resources and business performance: findings, unanswered questions and an alternative approach. Manage. Rev., 16: 174-185.

Ghoshal. M. (2011). Green marketing- A changing concept in changing time. BVIMR, *Management Edge*. 4(1), 82-92.

Gill Mandip. (2012), Green HRM: People management. Commitment to Environmental Sustainability, I, 244-252.

Grant, J. (2008), Viewpoint Green Marketing, Emerald Group Publishing Limited Strateric Direction, 24(6): 25-27.

Haridas, P.K., Sivasubramanian. (2018). Green human resource management practices and sustainability: A review of literature. 130-134, ISSN: 2455-3085.

Harmon, J, Fairfield, K.D., Wirtenberg, J, (2010), Missing an opportunity : HR leadership and sustainability, *People and Strategy*, vol. 33. Pp. 16-21.

Henion, Karl E., and Thomas C. Kinnear. 1976a. Ecological Marketing. Columbus, Ohio: American Marketing Association.

Iraldo, Fabio., Testa, Francesco., Lanzini, Pietro., & Battaglia, Massiono (2017). Greening competitiveness for hotels and restaurants. *Journal of small business and enterprise development*, vol. 24 no. 3, pp. 607-628.

Islam, M.M., Islam, J. (2019). Green HRM and green business: A proposed model for organizational sustainability. ISSN 2164-7682, vol. 8.

J.A Ottman,. et al, "Avoiding Green Marketing Myopia", Environment, Vol-48, June-2006.

John R. Rathgeber (2007), Sustainability and Connecticut business, A CBIA survey, pp. 1-16.

Kasim, A. (2004). Socio-environmentally responsible hotel business: Do tourists to Penang Island,Malaysia care? *Journal of Hospitality & Leisure Marketing*, 11(4), 5-28.

Khan, M. (2018). "Green" human resource management- a perquisite for sustainable environment. *Progress in science and engineering research journal.* ISSN: 2347-6680. Vol.03.

Kirti, Kalpana., Goyal, Sikha (20190, "Organizational agility and green HRM for sustainable development of organization", *Journal of The Gujarat Research Society*, vol. 21, issue 8s, pp. 341-354.

Lee, J. S., Hsu, L. T., Han, H., & Kim, Y. (2010). Understanding How Consumers View Green Hotels: How A Hotel's Green Image Can Influence Behavioral Intentions. *Journal of Sustainable Tourism*, 18(7), 901-914.

Likhitkar, Poonam., Verma, Priyanka, (2017), "Impact of green HRM practices on organization sustainability and employee retention", *International Journal for Innovative Research In Multidisciplinary Field*, vol. 3, issue 5, ISSN 2455-0620

Macau Environmental Protection Bureau (DSPA) (2012), "Macau green hotel award", available at: www.dspa.gov.mo

Malt Bolch (2008), Speaking Green, HR magazine

Manaktola, K. and Jauhari, V. (2007), "Exploring consumer attitude and behaviour towards green practices in the lodging industry in India", *International Journal of Contemporary Hospitality Management*, Vol. 19 No. 5, pp. 364-377.

Mandip, G., 2012. Green HRM: People management commitment to environmental sustainability. Rej. *J. Recent Sci.*, 1:244-252.

Mensah, S. (2006), "Environmental management practices among hotels in the greater Accra region", *International Journal of Hospitality Management*, Vol. 25 No. 3, pp. 414-431.

Millar, M., Mayer, K. J., & Baloglu, S. (2012). Importance of Green Hotel Attributes To Business And Leisure Travelers. *Journal of Hospitality Marketing & Management,* 21(4), 395 -413.

Millar, M., & Baloglu, S. (2008). Hotel Guests Preferences for Green Hotel Attributes. Paper presented at the 26th Euro CHRIE, Dubai.

M. W. Shaikh (2012), Green HRM, a requirement of 21st century, *Abhinav Journal of Research in Commerce and Management*, vol 1, pp. 122-127.

Narula S, Sabharwal D (2016) The Theoretical Study of Green Marketing in India: Its Importance and Need. *J Mass Communication Journalism* S2: 007. doi: 10.4172/2165-7912.S2-007

Nath, V., Kumar, R., Agrawal, R., Gautam, A., & Sharma, V. (2012). Green behaviors of Indian consumers. *International Journal of Research in Management, Economics and Commerce*, 2(11), 488-498.

Neff, Jack. (2009, Apr. 20). Green-marketing revolution defies economic downturn. Advertising Age Vol. 80, Issue 40. Database: Academic Search Premier.

Noor Mohd, Nor Azila., Kumar, Dileep (2014), "Eco friendly 'activities' Vs Eco friendly 'attitude': Traveller intention to choose Green hotels in Malaysia, *World Applied Science Journal,* vol. 30(4), pp. 506-513.

Ottman, J.A. (1993), Green Marketing: Challenges and Opportunities for the New Marketing Age, Chicago (IL), NTC Publishing Group, Lincolnwood, Illinois.

Ottman Jacquelyn. A (2011) The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding accessed via internet on 15th Jan 2011.

Peattie, K and Crane, A. (2005), Green marketing: Legend, Myth, Farce or Prophecy? International Journal, (8)4: 357-370.

Pride, W.M. and Ferrell, O.C. (2008), Marketing, 14th edition. New York: Houghton Mifflin.

Rajiani, Ismi., Musa, Haslinda., & Hardjono, Budiono. (2016). Research article, ability, motivation, and opportunity as determinants of green human resource management innovation. *Research journal of business management*. ISSN 1819-1932.

Renwick, D., Redman,T., & Maguire, s. (2013). Green HRM; A review, process model, and research agenda. University of Sheffield Management School Discussion Paper, 1, 1-46.

Shamdasani, Prem,Gloria Ong Chon-Lİn, Daleen Richmond.1993. "Exploring Green Consumers In An Oriental Culture: Role Of Personal And Marketing Mix Factors, Advances in Consumer Research" 20: 491

Singh, Nripendra., Caranage, David., & Lee, Seoki (2014). Green strategies for hotel: estimation of recycling benefits. *International journal of hospitality management,* vol. 43, pp. 13-22.

The economic times, India's top green hotels by Shushmita Chauhan Agarwal.

The Hindu, Have an eco- friendly holidays experience in hotel stays across India by Aatish Nath (Nov 9, 2019)

Trivedi, A. (2015). Strategic green HRM: A necessity of 21st century. *international journal of business quantitative economics and applied management research.* ISSN: 2349-5677, vol. 2.

Trivedi, A. (2015). Green HRM: tradition and designed effort in the organizations. *Best: international journal of management, information.* 29-36, ISSN: 2454-471X, Vol.3.

Tsai, C. W., & Tsai, C. P. (2008). Impacts of consumer environmental ethics on consumer behaviors in green hotels. *Journal of Hospitality & Leisure Marketing,* 17(3-4), 284-313

Jadhav, Swaranjali., Jadhav Sadhana, (2012), The role of Green HR and Corporate social Responsibility in Today's Business, ICACM, 171-173.

Joseph, S., Deshmukh, G.K (2016), "Investigating Green Credence of Indian Hotels: A study", *Journal of Business and Management (IOSR-JBM)*, vol. 18 no. 12, pp. 87-91

Wan, Y.K.P. (2007), "The use of environmental management as a facilities management tool in the Macao hotel sector", Facilities, Vol. 25 Nos7/8, pp. 286-295.

Wehrmeyer, W., (ed)1(1996) Greening People: Human Resources and Environmental Management, Sheffield: Greenleaf Publishing

www.greenmarketing.net/stratergic.html

www.greenpeace.org/international

www.google.com

Yusof, Zeenat Begam., & Jamaludin, Mariam. Green approaches of Malaysian green hotels and resorts, *procedia – social and behavioural sciences*, vol. 85, pp. 421-431

Yusoff, M. M., Nejati, M., Kee,H.D., & Amran, A. (2018). Linking green human resource management practices to environmental performance in hotel industry. *SAGE publication,* 21(3), 1-18

MANAV RACHNA
Vidyanatariksha

Dr. O.P. Bhalla Central Library
Manav Rachna International Institute of Research and Studies
(A deemed-to-be-university under section 3 of UGC Act 1956)

SIMILARITY VERIFICATION CERTIFICATE

Title: Impact of Green Human Resources Management in Enhancement of Market Potential of private hotel Industry

Researcher: Anjali Yadav Registration Number: 18/PhD/017

Supervisor: Dr. U.V. Kaushik Sharma Department: F.M.S - VGH Program

This is to certify that the above mentioned Short Synopsis/Thesis was scanned for similarity index through Turnitin Software on 14-09-2022 with submission ID 1899558944 and the similarity index was found to be 8 %. The complete report running into 30 Pages, 7778 Word count with File Size 3990 KB is being forwarded to the Research Supervisor/DRC/DRB for review.

Date: 22-09-2022

The complete report of the above Short Synopsis/Thesis has been reviewed and the similarity index is below the accepted norms as per the University Grants Commission (Promotion of Academic Integrity and Prevention of Plagiarism in Higher Educational Institutions) Regulations 2018. The Short Synopsis/Thesis may be considered for further processing

Research Scholar Research Supervisor

IMPACT OF GREEN HUMAN RESOURCE MANAGEMENT IN ENHANCEMENT OF MARKET POTENTIAL OF PRIVATE HOTEL INDUSTRY

by Anjali Yadav

Submission date: 14-Sep-2022 04:38PM (UTC+0530)
Submission ID: 1899558944
File name: IN_ENHANCEMENT_OF_MARKET_POTENTIAL_OF_PRIVATE_HOTEL_INDUSTRY.doc (164K)
Word count: 7778
Character count: 45209

IMPACT OF GREEN HUMAN RESOURCE MANAGEMENT IN ENHANCEMENT OF MARKET POTENTIAL OF PRIVATE HOTEL INDUSTRY

SHORT SYNOPSIS

by

ANJALI YADAV
Registration number: 18/PH. D/017

Under the supervision of
Dr. Urvashi Sharma
Associate Professor, Faculty of Commerce

FACULTY OF COMMERCE

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES

SECTOR-43, SURAJKUND – DELHI ROAD, FARIDABAD – 121001

Abstract

World has become an integrated market due to globalization, which increases the number of guests from around the world, which in return increases the demand for hotels. According to a past survey it is observed that the percentage of guest per year will be increase by 3 to 5 percent by 2030. Hotel industry plays a role of vital factor in building economy of a country, but it also has some negative effects on environment as nature plays vital role in enhancing beauty of hotels it becomes the responsibility of hoteliers to prevent the environment due to various factors like for fulfilling social responsibility, avoid governmental control, for long run survival etc. As more and more humans are being concerned about the sustainability, environment, and environmental products. Hoteliers should understand the need for identification and implications of the practices of green marketing in the hotels, and effective implementation can be done only through the green human resource management (GHRM). This research is about the finding of impact of hotels on environment and it is observed that hotels have negative impact on environment in terms of energy wastage, water wastage, solid waste and so on. Research also recommends certain implementation of the "green" practices

IMPACT OF GREEN HUMAN RESOURCE MANAGEMENT IN ENHANCEMENT OF MARKET POTENTIAL OF PRIVATE HOTEL INDUSTRY

ORIGINALITY REPORT

Dr. O.P. BHALLA CENTRAL LIBRARY
MRIIRS, Faridabad
22/9/22

8%	7%	4%	3%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

Excluding matches less than 14 words

PRIMARY SOURCES

1	www.scribd.com Internet Source	1%
2	www.isbr.in Internet Source	1%
3	cooperativeedutech.blogspot.com Internet Source	<1%
4	shodh.inflibnet.ac.in:8080 Internet Source	<1%
5	Submitted to City University College of Science and Technology Student Paper	<1%
6	icb2015.ou.edu.vn Internet Source	<1%
7	www.ermt.net Internet Source	<1%
8	tnsroindia.org.in Internet Source	<1%

9	www.tandfonline.com Internet Source	<1 %
10	Ajit Kumar Shukla. "chapter 11 Green Marketing in India", IGI Global, 2016 Publication	<1 %
11	dokumen.pub Internet Source	<1 %
12	vetfgc.edu.in Internet Source	<1 %
13	www.kdu.ac.lk Internet Source	<1 %
14	citeseerx.ist.psu.edu Internet Source	<1 %
15	Submitted to PSG Institute of Management Coimbatore Student Paper	<1 %
16	journals.sagepub.com Internet Source	<1 %
17	www.shanlaxjournals.in Internet Source	<1 %
18	Submitted to Berner Fachhochschule Student Paper	<1 %
19	iosrjournals.org Internet Source	<1 %

20	Submitted to Uttar Pradesh Technical University Student Paper	<1%
21	journal.asci.org.in Internet Source	<1%

Exclude quotes	On	Exclude matches	< 14 words
Exclude bibliography	On		